

Introduction to Google Search Console | Why we need Google Search Console? | How to connect your Website to Google Search console?

What is Google Search Console?

Google Search Console is a web service provided by Google that allows website owners to **monitor** and **manage the presence of their site in Google's search results**. Formerly known as Google Webmaster Tools, it offers various tools and reports that help webmasters understand how Googlebot views their site, identify and fix issues, and optimize their site's performance in Google Search.




How Google Search Console helps website Owner?

Search Analytics: Provides information on how often your site appears in Google search results, what queries lead to your site, and how often users click on your pages.

 Google
<https://search.google.com> › [search-console](#) › [about](#) ⋮


Google Search Console

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in **Google** Search results.

 Google
<https://search.google.com> › [search-console](#) ⋮

Sign in to continue to Google Search Console

Use **Search Console** to monitor **Google** Search results data for your properties.

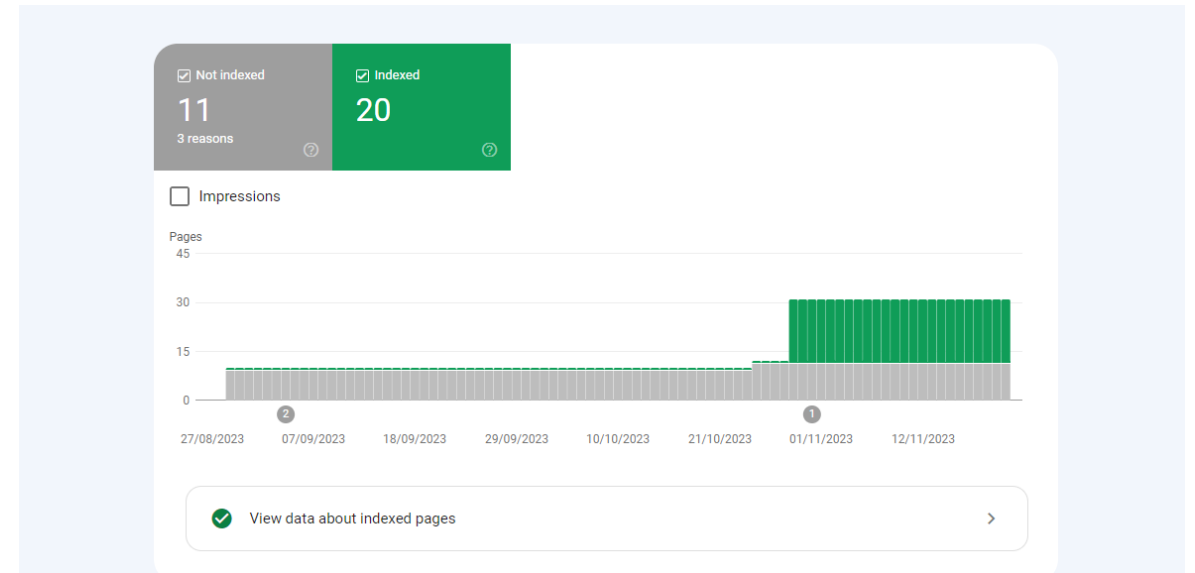
 Google
<https://developers.google.com> › [search](#) ⋮

Google Search Central (formerly Webmasters) | Web SEO ...

Search Console is a tool from **Google** that helps developers, website owners, and SEO professionals understand how their site is performing on **Google** Search. Get ...

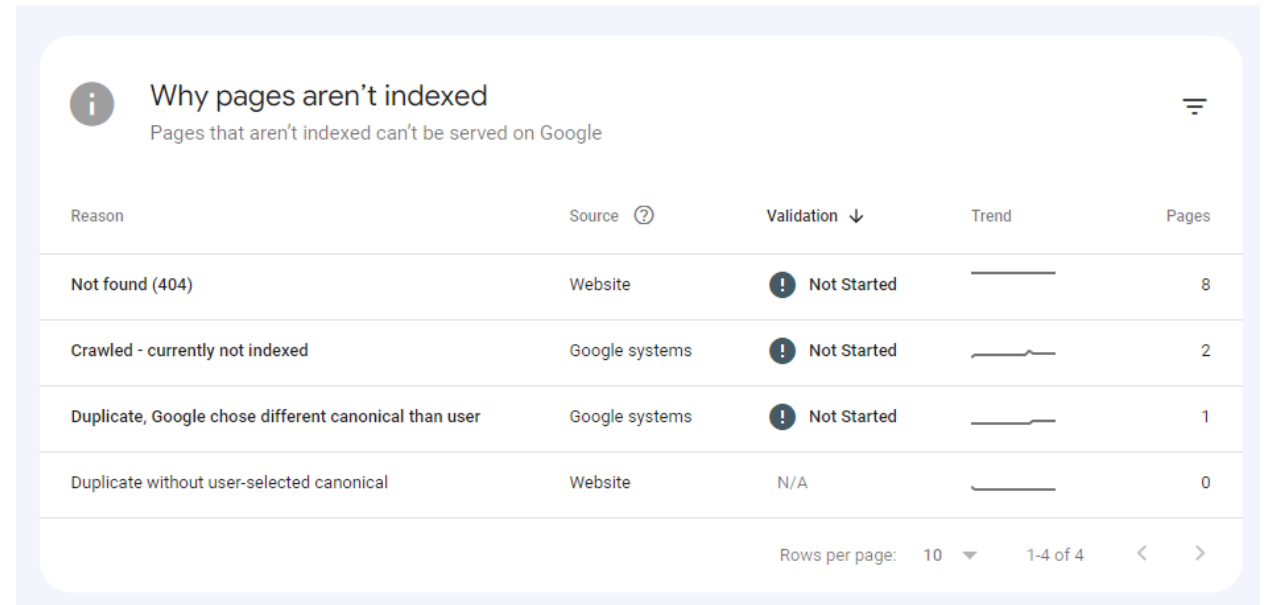
How Google Search Console helps website Owner?

Crawling and Indexing Report: Shows the indexing status of your pages and highlights any issues that might prevent certain pages from being indexed.







How Google Search Console helps website Owner?

Crawl Errors: Alerts you to any issues encountered by Google's crawlers (Googlebot) when accessing your site, such as broken links or pages that couldn't be crawled.



The screenshot shows the 'Why pages aren't indexed' section of Google Search Console. It includes a title, a subtitle, and a table with columns for Reason, Source, Validation, Trend, and Pages. The table lists four categories of indexing issues: 'Not found (404)', 'Crawled - currently not indexed', 'Duplicate, Google chose different canonical than user', and 'Duplicate without user-selected canonical'. Each row shows the source (Website or Google systems), validation status (Not Started or N/A), a trend line, and the number of affected pages.

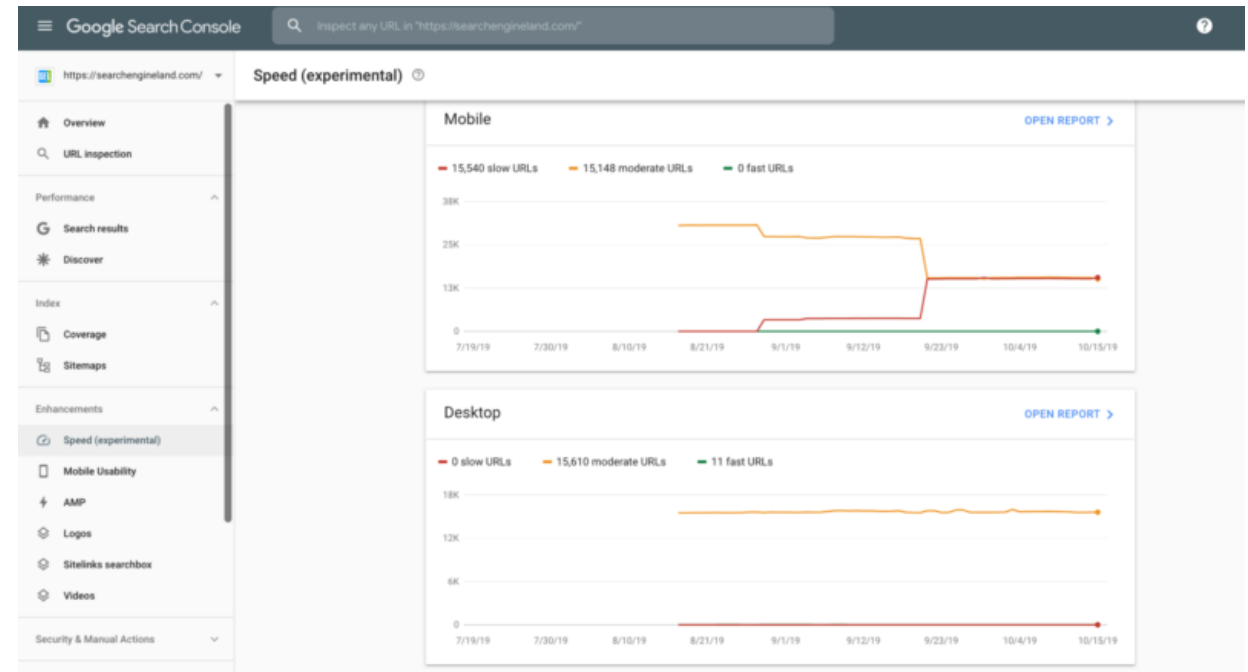
Reason	Source [?]	Validation [↓]	Trend	Pages
Not found (404)	Website	! Not Started		8
Crawled - currently not indexed	Google systems	! Not Started		2
Duplicate, Google chose different canonical than user	Google systems	! Not Started		1
Duplicate without user-selected canonical	Website	N/A		0

Rows per page: 10 [▼] 1-4 of 4 [<] [>]

How Google Search Console helps website Owner?

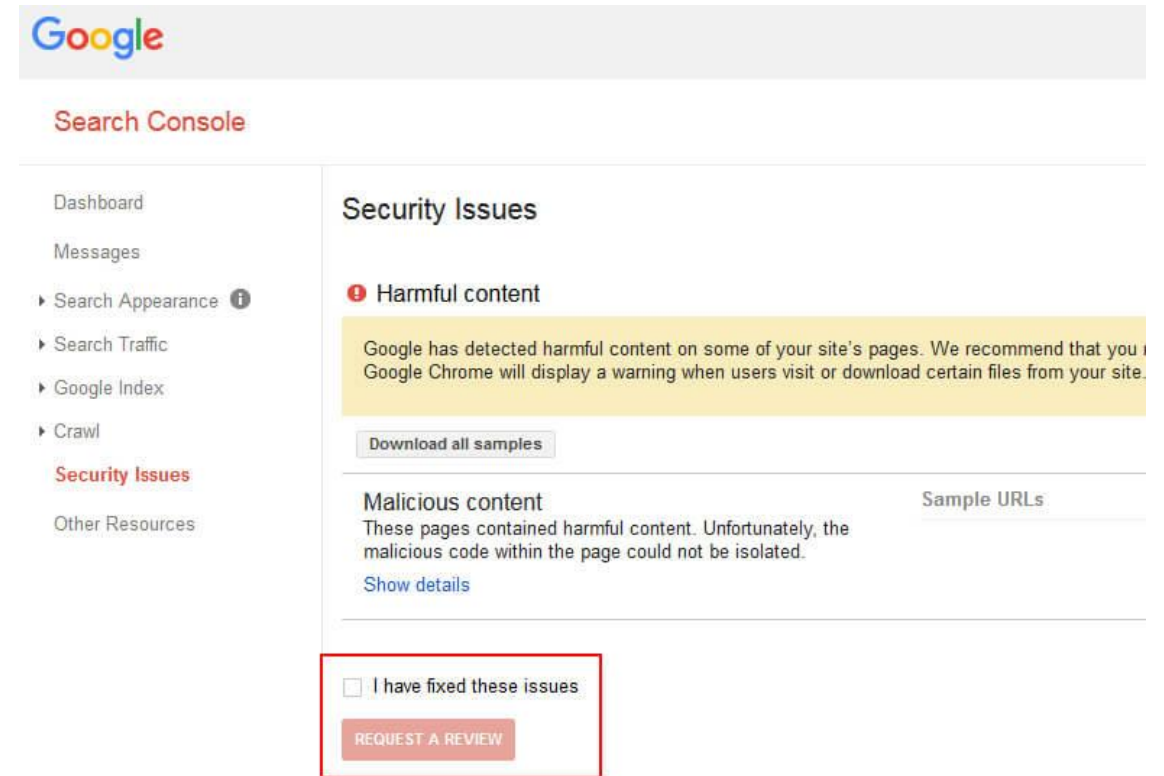
Page Speed Insights: Offers insights into the speed of your pages and suggestions for improving loading times.

Mobile Usability: Indicates how mobile-friendly your site is and provides suggestions for improvement.



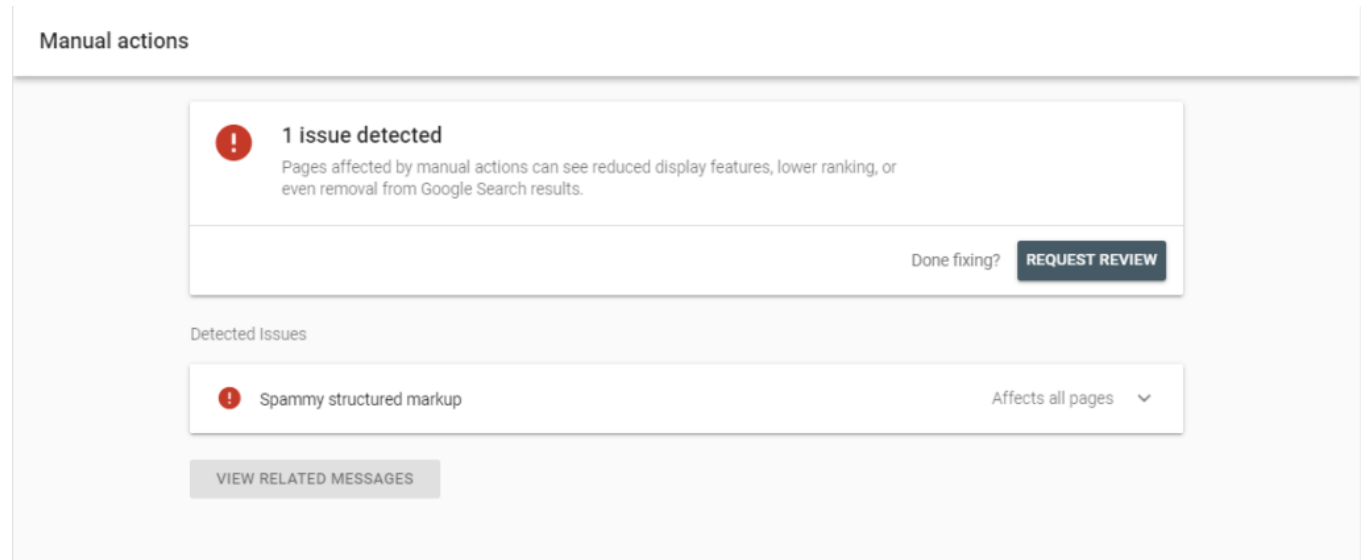
How Google Search Console helps website Owner?

Security Issues: Notifies you of any security issues on your site, such as malware or hacked content.



How Google Search Console helps website Owner?

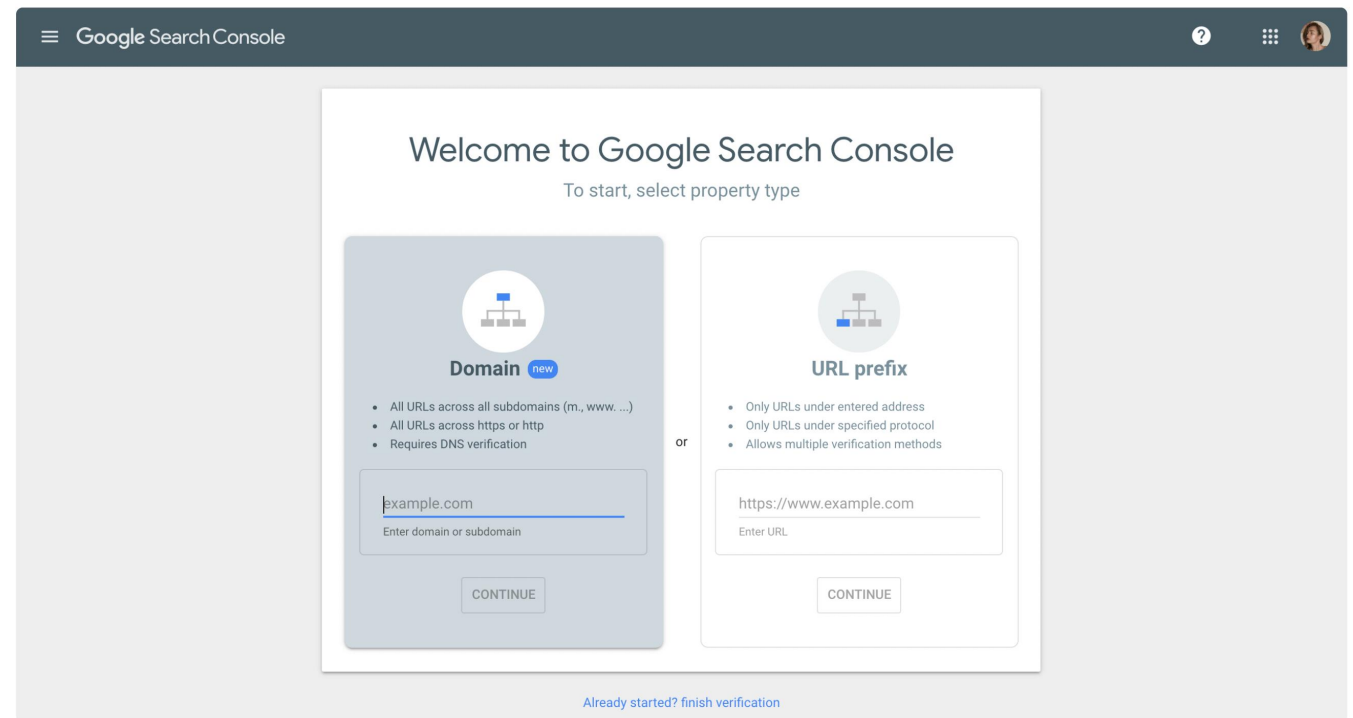
Manual Actions: Notifies you if Google has taken manual actions against your site for violating its guidelines.



How to connect website to Google Search Console?

Step 1

Open the Google Search Console website



How to connect website to Google Search Console?

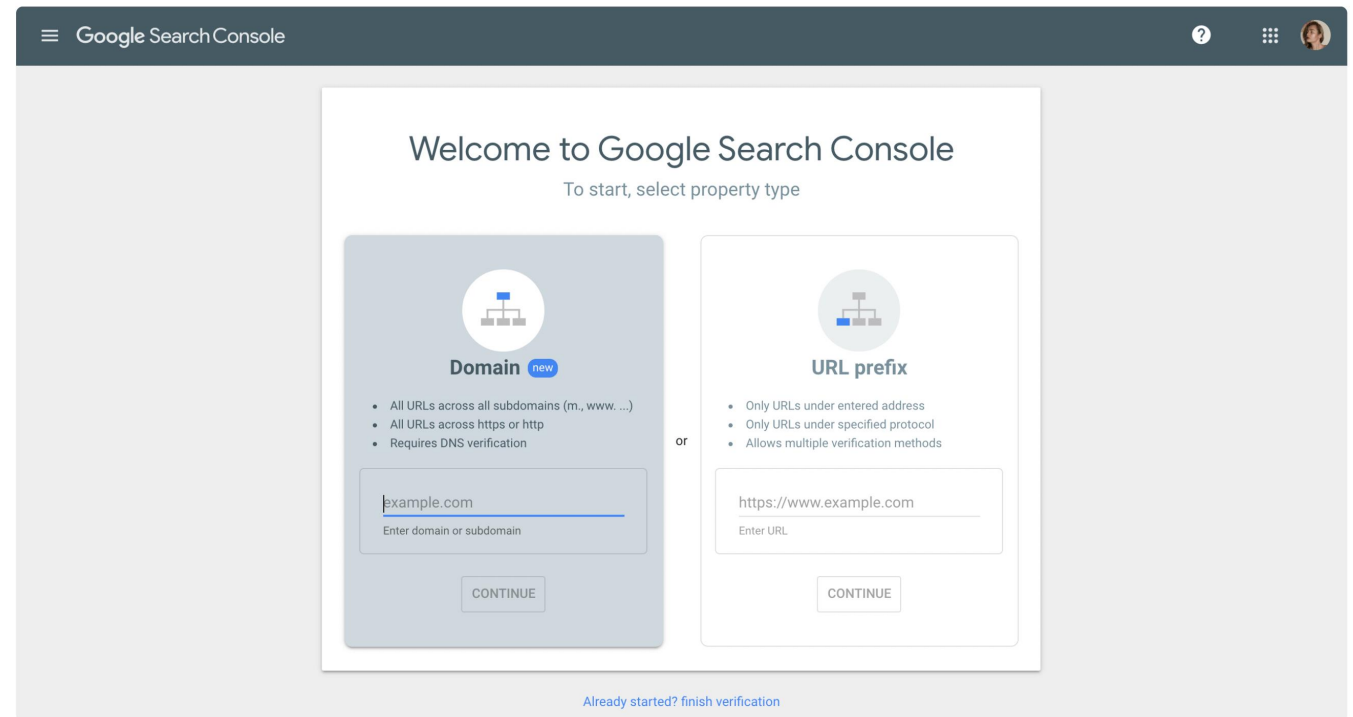
Step 2

Choose **Domain type** if:

your website has subdomains and you want to track all of them in one property;
you have access to your Domain Name System (DNS) account.

Choose **URL prefix type** if:

you want to track only a specific domain address without any subdomains;
you want to verify your property using another method, without DNS verification.



How to connect website to Google Search Console?

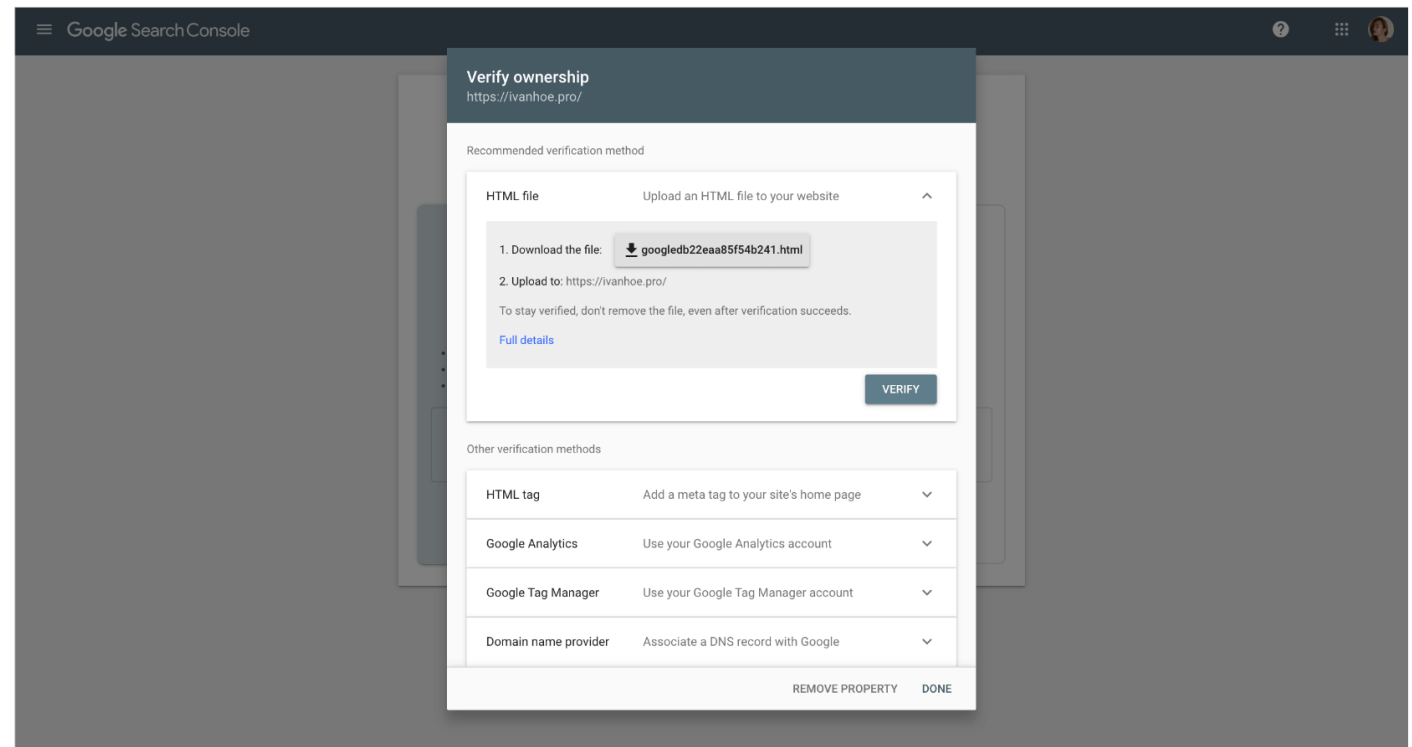
Step 3

Verify your property ownership

After choosing the type of property and entering your website address you will need to verify your website. There are different methods to verify Ownership.

1. HTML File
2. HTML Tag
3. Google Analytics
4. Google Tag Manager
5. Domain Name Provider

I chose the **HTML tag** method.

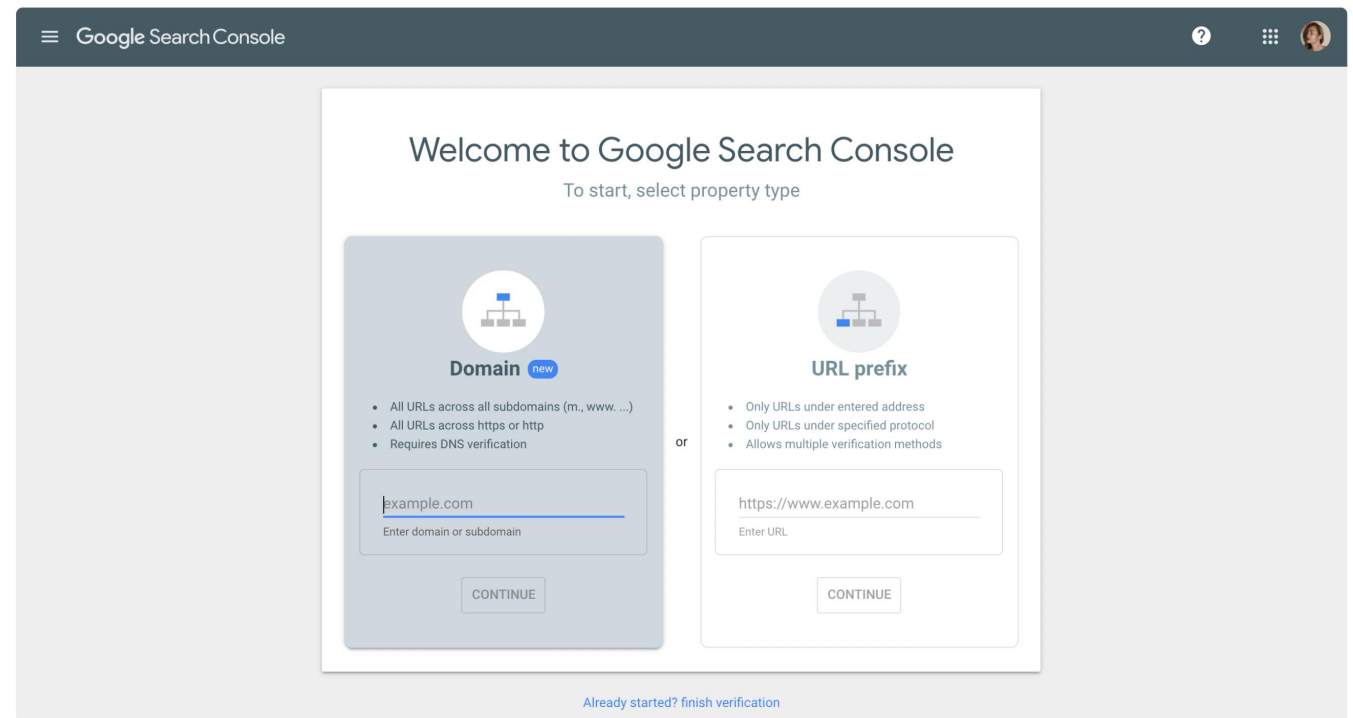


How to connect website to Google Search Console?

Step 4

Verify your property ownership

After choosing the type of property and entering your website address you will need to verify your website. I chose the **URL prefix type** because in this case, I can show how to work with each verification type.



How to connect website to Google Search Console?

Step 5

Copy the tag from the Search Console verification wizard into the <head> section in the HTML of your site's home page.

Settings > Ownership verification

Verification methods used

HTML file	✓ Successfully verified
-----------	-------------------------

Additional verification methods

HTML tag Add a meta tag to your site's home page

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

<meta name="google-site-verification" content="f8KSU-Wk4R8EwtYqC4KqCDFp8ImQZJcqTqY9XI8gnVY" /> [COPY](#)

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

[Full details](#)

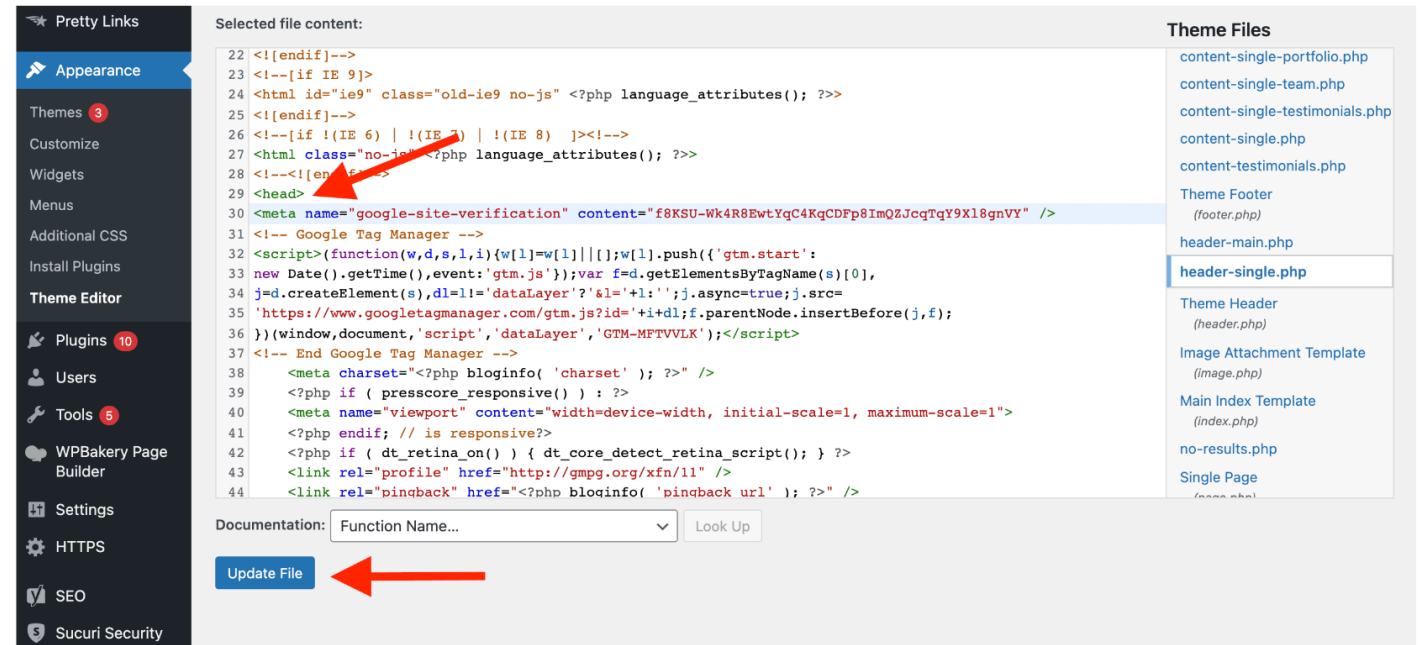
[VERIFY](#)

Google Analytics	Use your Google Analytics account	▼
Google Tag Manager	Use your Google Tag Manager account	▼
Domain name provider	Associate a DNS record with Google	▼

How to connect website to Google Search Console?

Step 6

Save the updated version of the page.



The screenshot displays the WordPress Theme Editor interface. On the left sidebar, the 'Appearance' menu is selected, and 'Theme Editor' is active. The 'Theme Files' list on the right shows 'header-single.php' as the selected file. The main area displays the code for 'header-single.php'. A red arrow points to the Google Site Verification meta tag in the code, which is highlighted in blue. The code includes various HTML and PHP tags for the header, including a Google Tag Manager script and a Google Site Verification meta tag. At the bottom of the editor, the 'Update File' button is highlighted with a red arrow.

```
22 <![endif]-->
23 <!--[if IE 9]>
24 <html id="ie9" class="old-ie9 no-js" <?php language_attributes(); ?>
25 <![endif]-->
26 <!--[if !(IE 6) | !(IE 7) | !(IE 8) ]><!-->
27 <html class="no-js" <?php language_attributes(); ?>
28 <!--![endif]-->
29 <head>
30 <meta name="google-site-verification" content="f8KSU-Wk4R8EwtYqC4KqCDFp8ImQZJcqTqY9Xl8gnVY" />
31 <!-- Google Tag Manager -->
32 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
33 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
34 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
35 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
36 })(window,document,'script','dataLayer','GTM-MPTVVLK');
```

How to connect website to Google Search Console?

Step 7

Complete verification by clicking **Verify** on the verification details page.

Settings > Ownership verification

Verification methods used

HTML file	✓ Successfully verified
-----------	-------------------------

Additional verification methods

HTML tag Add a meta tag to your site's home page ^

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="f8KSU-Wk4R8EwtYqC4KqCDFp8ImQZJcqTqY9XI8gnVY" />
```

COPY

2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

[Full details](#)

VERIFY

Google Analytics	Use your Google Analytics account	▼
Google Tag Manager	Use your Google Tag Manager account	▼
Domain name provider	Associate a DNS record with Google	▼

How to connect website to Google Search Console?

Step 8

Completing these steps you can go to the property. If you want to verify this property ownership using other methods, go to **Settings > Ownership Verification**.

